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May 9, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

**SUBJECT: NOTIFICATION OF INTENT TO ENTER A SOLE SOURCE AGREEMENT
AND TO REQUEST DELEGATED AUTHORITY TO APPROVE
INCREASES OR DECREASES EXCEEDING 10 PERCENT OF THE TOTAL
CONTRACT AMOUNTS**

This is to advise you that the Department of Public Health (DPH) intends to request a sole source agreement to implement the Reducing Early Childhood Obesity in Los Angeles County project funded by the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA). DPH also intends to request delegated authority to approve increases or decreases in funding up to 25 percent above or below each contractor's annual base maximum obligation. In accordance with Board of Supervisors' Policy 5.120, prior Board notice is required for any department requesting delegated authority to increase Board-approved contracts by over 10 percent.

Background

In February 2011, the First 5 LA Commission allocated approximately \$41 million over four years to do the following: expand current nutrition efforts in child care settings; increase physical activity among young children; and help reduce the obesity epidemic among nearly 1 million children 0 to 5 and their families in Los Angeles County.

On December 7, 2011, DPH received a letter of intent from First 5 LA notifying DPH of the availability of funds in the approximate amount not to exceed \$41,197,400 over four years to establish a strategic partnership under Reducing Early Childhood Obesity in Los Angeles County Project (the Project).

The Project is a collaboration between DPH's Division of Chronic Disease and Injury Prevention (DCDIP) and Maternal, Child, and Adolescent Health Programs (MCAH). This will include the formation of a Steering Committee comprised of key stakeholders who will guide the direction of the Project to deliver culturally-tailored nutrition and physical activity education.

Three interventions will be implemented countywide. DCDIP will conduct an intensive community-based public education and skills-building campaign designed to increase community capacity for promoting healthy eating practices and physical activity. MCAH will expand upon First 5 LA's Sesame Street Healthy Habits for Life pilot study by working with child care providers throughout Los Angeles County to promote nutrition and physical activity. MCAH will also focus on reducing obesity among postpartum women by providing nutrition and physical activity resources and individual support to women during the critical time between the end of one pregnancy and the beginning of the next one (i.e. interconception).

DPH intends to enter into a sole source agreement with the Child Care Resource Center (CCRC) at an estimated amount of \$4,500,000 to address improving nutrition and physical activity environments in licensed and license-exempt childcare settings for the anticipated four year term of July 1, 2012 through June 30, 2016. DPH also intends to utilize the flexibility to increase or decrease by 25 percent based on the annual maximum contract amount of each contractor.

Justification for Sole Source

CCRC is a member of the Child Care Alliance and one of the resource and referral (R&R) agencies in Los Angeles County funded by the California Department of Education, Child Development Division to assist families in locating child care providers in their communities and to deliver training and resources to the providers in order to enhance the quality of child development services being delivered. These agencies provide an established, trusted, and unique access to and linkage between both families seeking child care services and the child care providers. CCRC will serve as the lead fiscal and programmatic agent, as endorsed by the other Child Care Alliance agencies, for subcontracts to ensure that funding and resources are appropriately distributed and workshops are conducted in all the Service Planning Areas in Los Angeles County.

Justification to Increase or Decrease Greater Than 10 Percent of the Total Contract Amount

The increase or decrease in funding up to 25 percent above or below each term's annual base maximum obligation of individual contract will provide DPH the flexibility to implement the interventions directed by the Steering Committee as well as other efforts to accomplish the Project's goals within the Project's limited time frame. Greater flexibility will also allow DPH to maximize grant revenue, consistent with Board policy 4.070: Full Utilization of Grant Funds.

Notification Timeline

Consistent with the procedures of Board Policy 5.11 and Board Policy 5.120, this notification is to inform your Board of DPH's intent to proceed with filing of the Board letter with the Executive Office of the Board for the June 19, 2012 Board meeting.

If you have any questions or would like additional information, please let me know.

JEF:ev

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors